

Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Previously Presented) An electro-optical apparatus, comprising:
an electro-optical device having an image display region on which projected light from a light source is incident; and
a mounting case in which the electro-optical device is encased including a plate disposed to face one surface of the electro-optical device and a cover to accommodate and cover the electro-optical device, the cover having a portion abutting on the plate, the mounting case accommodating the electro-optical device by holding at least a portion of a circumferential region positioned at the periphery of the image display region of the electro-optical device with at least one of the plate and the cover,
the cover including:
a main surface with an opening that exposes the image display region of the electro-optical device,
a side surface that intersects the main surface,
a first baffle that directs flow of cooling air toward the opening in the main surface, and
a second baffle that directs flow of cooling air to the side surface.
2. (Currently Amended) The electro-optical apparatus according to claim 1, the cover further including:
~~the a cooling air scattering prevention portion further comprising:~~
~~_____having a baffle plate.~~

3. (Currently Amended) The electro-optical apparatus according to claim 1, the cover further including:

~~the~~ a cooling air introducing portion ~~includes~~ including a slope portion having a pointed shape whose tip faces a direction against the flow of the cooling air, and

~~the~~ a cooling air scattering prevention portion ~~includes~~ including the slope portion.

4. (Previously Presented) The electro-optical apparatus according to claim 3, a baffle plate being provided so as to surround a surface constituting the slope portion.

5. (Currently Amended) The electro-optical apparatus according to claim 3, the cover further including:

~~the~~ a cover main body having a window to expose the image display region to the outside, and

a surface of the image display region of the electro-optical device exposed through the window being continuous with the surface constituting the slope portion.

6. (Previously Presented) An electro-optical apparatus, comprising:
an electro-optical device having an image display region on which projected light from a light source is incident; and

a mounting case in which the electro-optical device is encased including a plate disposed to face one surface of the electro-optical device and a cover to cover the electro-optical device, the cover having a portion abutting on the plate, the mounting case accommodating the electro-optical device by holding at least a portion of a circumferential region positioned at the periphery of the image display region of the electro-optical device with at least one of the plate and the cover,

the cover including a cover main body to accommodate the electro-optical device and a cooling air introducing portion provided to extend from or along the cover main body,

the cooling air introducing portion having a cooling air scattering prevention portion to allow the cooling air, which is blown to the electro-optical device encased in the mounting case, to flow toward the cover main body,

the cooling air introducing portion includes a slope portion having a pointed shape whose tip faces a direction against the flow of the cooling air,

the cooling air scattering prevention portion includes the slope portion,

the cover main body having a window to expose the image display region to the outside,

a surface of the image display region of the electro-optical device exposed through the window being continuous with the surface constituting the slope portion, and

the edge of the window having a tapered shape.

7. (Original) The electro-optical apparatus according to claim 1,

the cover further having a cooling air discharging portion to discharge the cooling air which is blown from the cover main body from the cover, and

the cooling air discharging portion having a first surface-area increasing portion to increase the surface-area thereof.

8-9. (Canceled)

10. (Previously Presented) An electro-optical apparatus, comprising:

an electro-optical device having an image display region on which projected light from a light source is incident; and

a mounting case in which the electro-optical device is encased including a plate disposed to face one surface of the electro-optical device and a cover to cover the

electro-optical device, the cover having a portion abutting on the plate, the mounting case accommodating the electro-optical device by holding at least a portion of a circumferential region positioned at the periphery of the image display region of the electro-optical device with at least one of the plate and the cover,

the cover including a cover main body to accommodate the electro-optical device and a cooling air introducing portion provided to extend from or along the cover main body,

the cooling air introducing portion having a cooling air scattering prevention portion to allow the cooling air, which is blown to the electro-optical device encased in the mounting case, to flow toward the cover main body,

the cover further having a cooling air discharging portion to discharge the cooling air which is blown from the cover main body from the cover,

the cooling air discharging portion having a first surface-area increasing portion to increase the surface-area thereof,

the cover having a side wall portion facing the side of the electro-optical device in the cover main body,

the side wall portion having a second surface-area increasing portion to increase the surface-area thereof, and

at least one of the first surface-area increasing portion and the second surface-area increasing portion including fins provided to protrude from the surface of the cover .

11. (Original) The electro-optical apparatus according to claim 10,

the fins being provided to follow the flow of the cooling air.

12. (Original) The electro-optical apparatus according to claim 10,

the fins including a first column of fins and a second column of fins which extend parallel to the first column of fins, and

a gap between the first column of fins and the second column of fins being 1 mm or more.

13. (Original) The electro-optical apparatus according to claim 1,
the cover being made of a material having a high heat conductivity.

14. (Previously Presented) An electro-optical apparatus comprising:
an electro-optical device having an image display region on which projected
light from a light source is incident; and

a mounting case in which the electro-optical device is encased including a
plate disposed to face one surface of the electro-optical device and a cover to accommodate
and cover the electro-optical device, the cover having a portion abutting on the plate, the
mounting case accommodating the electro-optical device by holding at least a portion of a
circumferential region positioned at the periphery of the image display region of the electro-
optical device with at least one of the plate and the cover,

the cover including:

a main surface with an opening that exposes the image display region of the
electro-optical device,

a side surface that intersects the main surface,

a first baffle that directs flow of cooling air toward the opening in the main
surface, and

a second baffle that directs flow of cooling air to the side surface, and

a cooling air introducing portion having a slope portion having a pointed
shape.

15. (Previously Presented) An electro-optical apparatus comprising:
an electro-optical device having an image display region on which projected
light from a light source is incident; and

a mounting case in which the electro-optical device is encased including a plate disposed to face one surface of the electro-optical device and a cover to accommodate and cover the electro-optical device, the cover having a portion abutting on the plate, the mounting case accommodating the electro-optical device by holding at least a portion of a circumferential region positioned at the periphery of the image display region of the electro-optical device with at least one of the plate and the cover,

the cover including:

a main surface with an opening that exposes the image display region of the electro-optical device,

a side surface that intersects the main surface,

a first baffle that directs flow of cooling air toward the opening in the main surface, and

a second baffle that directs flow of cooling air to the side surface,

a cooling air introducing portion having a cooling air guiding portion to allow the cooling air, which is blown to the electro-optical device encased in the mounting case, to flow toward the image display region.

16. (Previously Presented) A mounting case, comprising:

a plate disposed to face one surface of an electro-optical device having an image display region on which projection light from a light source is incident; and a cover to cover the electro-optical device, the cover having a portion abutting on the plate; and

the mounting case accommodating the electro-optical device by holding at least a portion of a circumferential region positioned at the periphery of the image display region of the electro-optical device with at least one of the plate and the cover,

the cover including:

a main surface with an opening that exposes the image display region of the electro-optical device,

a side surface that intersects the main surface,

a first baffle that directs flow of cooling air toward the opening in the main surface, and

a second baffle that directs flow of cooling air to the side surface.

17. (Previously Presented) A projection-type display apparatus, comprising:
- an electro-optical device encased in a mounting case according to claim 1;
 - the light source;
 - an optical system to guide the projected light into the electro-optical device;
 - a projection optical system to project the projected light emitted from the electro-optical device; and
 - a cooling air discharging portion to blow out a cooling air to the electro-optical device encased in the mounting case.

18. (Previously Presented) An electro-optical apparatus, comprising:
- an electro-optical device having an image display region on which projected light from a light source is incident; and
 - a mounting case in which the electro-optical device is encased including a plate disposed to face one surface of the electro-optical device and a cover to cover the electro-optical device, the cover having a portion abutting on the plate, the mounting case accommodating the electro-optical device by holding at least a portion of a circumferential region positioned at the periphery of the image display region of the electro-optical device with at least one of the plate and the cover,

the cover including a cover main body to accommodate the electro-optical device and a cooling air introducing portion provided to extend from or along the cover main body,

the cooling air introducing portion having a cooling air scattering prevention portion to allow the cooling air, which is blown to the electro-optical device encased in the mounting case, to flow toward the cover main body,

the cover further having a cooling air discharging portion to discharge the cooling air which is blown from the cover main body from the cover,

the cooling air discharging portion having a first surface-area increasing portion to increase the surface-area thereof,

the cover having a side wall portion facing the side of the electro-optical device in the cover main body,

the side wall portion having a second surface-area increasing portion to increase the surface-area thereof, and

at least one of the first surface-area increasing portion and the second surface-area increasing portion including dimples provided to form recesses on the surface of the cover.